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| Content | 3 | 2 | 1 | 0 |
| Introduction | Strong attention- getter, credibility established, and topic clearly previewed, | Average attention getter, credibility implied, topic adequately previewed. | Weak attention- getter, no credibility, weak preview of topic. | No attention, credibility or preview of topic. |
| Organization | Organization pattern used is clear, logical and easy to follow. | Organization pattern used is clear, but strays at times. | Organization pattern used is weak and hard to follow. | There is little or no organization. |
| Conclusion | Speech has a concrete ending that calls back to the introduction. | Speech has an ending, but fails to call back to introduction. | Speech does not seem to have a planned conclusion. | Am I done? How much time is left? |
| Time | 5 Minutes Q& A does not count | 4-5 Minutes | 2-3 Minutes | 1-2 Minutes |
| Eye Contact | Maintains consistent eye contact with entire audience. | Maintains eye contact with most of the audience most of the time. | Only looks at the audience occasionally. | Has very little or no eye contact with the audience. |
| Movement!  Gestures | Natural movement and gestures compliment the message. | Some natural movement and gestures, but some distracting. | Most movement and gestures appear nervous and distract from the message. | Movement and gestures either not present or completely distracting. |
| Vocal Quality | Speaks loudly and clearly with a variety of pitch and rhythm. | Speaks loud enough, but lacks clarity or variety in either pitch or rhythm. | Speaks too softly or unclearly and lacks variety in pitch or volume, | Cannot be heard by the audience, or speaks too fast or monotone. |
| Language Usage | Uses language that enhances understanding with very few urns and ahs. | Uses clear language with some urns and ahs. | Uses language that is awkward and/or relies on numerous urns and ahs. | Uses language that is confusing and filled with urns and ahs. |
| Visuals/ Technical | Uses visuals or technology that enhanced the speech. | Uses visuals or technology that relate to the speech. | Uses visuals or technology that distract from the speech. | Visuals and/or technology were not visible to the audience. |

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